



# WWE® and Astro Extend Long-Standing Partnership in Malaysia

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KUALA LUMPUR, Malaysia & STAMFORD, Conn.--(BUSINESS WIRE)-- WWE (NYSE:WWE) and Astro Malaysia Holdings Berhad (Astro), a Malaysian and ASEAN digital-first media and lifestyle company, will extend their partnership into its 17<sup>th</sup> year with a new agreement to continue airing WWE programming, including flagship programs *Raw*® and *SmackDown*®. Astro will also continue offering WWE Network as a premium channel, which includes all WWE special events such as *WrestleMania*®, *SummerSlam*®, *Survivor Series*® and *Royal Rumble*®.

"Astro has been a long-time valued partner, sharing our vision for engaging and entertaining our fans," said Michelle Wilson, WWE Chief Revenue & Marketing Officer. "Their commitment to WWE allows us to continue showcasing our unique blend of action-packed, family friendly entertainment across Malaysia."

"Astro is entertaining Malaysian WWE fans with 24/7, non-stop WWE action and on-demand content in HD on big-screen TVs, and on mobile devices via Astro Go," said Lee Choong Khay, Astro Vice President of Sports Business. "The response from the passionate fanbase has been tremendous, with nearly five million viewers in 2017 alone and we hope to serve more fans in years to come."

Astro's SuperSport channels 1 - 4 will air *Raw*, *SmackDown*, *NXT*®, *Afterburn*®, *Bottomline*®, *This Week*® and *Main Event*®, with additional airings on Astro's Arena sports channel.

WWE Network is a premium à la carte channel available exclusively in Malaysia on Astro TV and Astro GO. Subscribers can watch all WWE special events live and on-demand, with 24/7 programming featuring groundbreaking original series, reality shows, documentaries and classic matches. For more information, please visit [www.astro.com.my](http://www.astro.com.my).

## **About WWE**

WWE, a publicly traded company (NYSE: WWE), is an integrated media organization and recognized leader in global entertainment. The company consists of a portfolio of businesses that create and deliver original content 52 weeks a year to a global audience. WWE is committed to family friendly entertainment on its television programming, pay-per-view, digital media and publishing platforms. WWE programming reaches more than 800 million homes worldwide in 20 languages. WWE Network, the first-ever 24/7 over-the-top premium network that includes all live pay-per-views, scheduled programming and a massive video-on-demand library, is currently available in more than 180 countries. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, London, Mexico City, Mumbai, Shanghai, Singapore, Dubai, Munich and Tokyo.

Additional information on WWE (NYSE: WWE) can be found at [www.wwe.com](http://www.wwe.com) and [corporate.wwe.com](http://corporate.wwe.com). For information on our global activities, go to <http://www.wwe.com/worldwide/>

## **About Astro Malaysia Holdings Bhd**

Astro Malaysia Holdings Berhad (Astro) is a Malaysian and ASEAN digital-first media and lifestyle company in the Digital, TV, Radio and eCommerce space.

It is Malaysia's No. 1 online media company with 7.4 million unique visitors per month across the digital platforms of its entertainment and lifestyle brands. The company serves 21 million individuals in 5.3 million households, or 73% of Malaysian households, who are able to watch Astro content on all screens and on demand, be it TV, laptop, tablet and phone.

NJOI, the company's subscription-free TV service, offers all Malaysians free access to 28 TV and 20 radio channels on TV and mobile devices. With its subscription-free model, NJOI has been well-received and will continue to drive the company's market reach.

Astro Radio includes Malaysia's highest rated stations across key languages and there are available on both terrestrial and digital channels, reaching 16.5 million weekly listeners.

Astro holds the distinction of the 'Gold' award in the Media and Entertainment category at the Putra Brand Awards for 8 consecutive years from 2010 to 2017, including the 'Brand of the Year' award in 2012, the 'Brand Icon' award in 2013 and the 'Malaysian Marketer of the Year' award in 2016. Astro Kasih is the company's CSR arm, whose award winning programmes have been recognised for its innovation and life-changing impact on the community it aspires to serve.

Trademarks: All WWE programming, talent names, images, likenesses, slogans, wrestling moves, trademarks, logos and copyrights are the exclusive property of WWE and its subsidiaries. All other trademarks, logos and copyrights are the property of their respective owners.

Forward-Looking Statements: This press release contains forward-looking statements pursuant to the safe harbor provisions of the Securities Litigation Reform Act of 1995, which are subject to various risks and uncertainties. These risks and uncertainties include, without limitation, risks relating to: WWE Network; major distribution agreements; our need to continue to develop creative and entertaining programs and events; the possibility of a decline in the popularity of our brand of sports entertainment; the continued importance of key performers and the services of Vincent K. McMahon; possible adverse changes in the regulatory atmosphere and related private sector initiatives; the highly competitive, rapidly changing and increasingly fragmented nature of the markets in which we operate and greater financial resources or marketplace presence of many of our competitors; uncertainties associated with international markets; our difficulty or inability to promote and conduct our live events and/or other businesses if we do not comply with applicable regulations; our dependence on our intellectual property rights, our need to protect those rights, and the risks of our infringement of others' intellectual property rights; the complexity of our rights agreements across distribution mechanisms and geographical areas; potential substantial liability in the event of accidents or injuries occurring during our physically demanding events including, without limitation, claims relating to CTE; large public events as well as travel to and from such events; our feature film business; our expansion into new or complementary businesses and/or strategic investments; our computer systems and online operations; privacy norms and regulations; a possible decline in general economic conditions and disruption in financial markets; our accounts receivable; our revolving credit facility; litigation; our potential failure to meet market expectations for our financial performance, which could adversely affect our stock; Vincent K. McMahon exercises control over our affairs, and his interests may conflict with the holders of our Class A common stock; a substantial number of shares are eligible for sale by the McMahons and the sale, or the perception of possible sales, of those shares could lower our stock price; and the relatively small public "float" of our Class A common stock. In addition, our dividend is dependent on a number of factors, including, among other things, our liquidity and historical and projected cash flow, strategic plan (including alternative uses of capital), our financial results and condition, contractual and legal restrictions on the payment of dividends (including under our revolving credit facility), general economic and competitive conditions and such other factors as our Board of Directors may consider relevant. Forward-looking statements made by the Company speak only as of the date made and are subject to change without any obligation on the part of the Company to update or revise them. Undue reliance should not be placed on these statements. For more information about risks and uncertainties associated with the Company's business, please refer to the "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Risk Factors" sections of the Company's SEC filings, including, but not limited to, our annual report on Form 10-K and quarterly reports on Form 10-Q.

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